

CLAIMS

1. (Currently Amended) A method for ~~wireless activation of~~ activating a target at a user's point of presence having a communication device and an activation device, the method comprising the steps of:

determining whether a the user is authorized to activate the target;

generating an activation signal based on this determination; ~~and~~

transmitting the activation signal from a third party to the user's communication device;

wirelessly transmitting the activation signal ~~from the user's communication device to an~~ the target via the activation device ~~proximate the target; and to alter~~

~~activating the target by applying a signal from the activation device to the target that~~ alters at least one physical, optical or electrical property of the target.

2. (Original) A method as claimed in claim 1, wherein the determination is made with reference to an ID manually entered by the user into the communication device.

3. (Original) A method as claimed in claim 1, wherein the determination is made with reference to an ID automatically obtained by the third party from the activation device, the target or another source at the user's point of presence.

4. (Original) A method as claimed in claim 1, wherein the activation signal transmitted by the communication device to the activation device is an acoustic signal.

5. (Original) A method as claimed in claim 4, wherein the communication device is a phone, and the activation signal is transmitted from a speaker of the phone to a microphone of the activation device.

6. – 8. (Cancelled)

9. (Currently Amended) A method for ~~regulating~~ controlling access to content within an optical media, comprising the steps of:

providing an activation device proximate to the optical media; and

emitting an ~~acoustic~~ activation signal from a ~~the communication~~ activation device proximate to the optical media to alter at least one optical, physical or electrical property of the optical media.

10. (Currently Amended) A method as claimed in claim 9, wherein ~~an~~ the activation device receives the ~~acoustic~~-activation signal from ~~the~~ a communication device and ~~applies~~ causes an electrical signal to be applied to an electro-optic material contained in the optical ~~disk~~-media.

11. (Currently Amended) A wireless activation system for activating a target, comprising:

~~a target to be activated;~~

~~an activation device that applies~~ configured to cause an electrical signal to be applied to ~~the~~ a target in response to an activation signal to effect a change in ~~either~~ an ~~electro-optical or electro-chemical~~ optical, physical or electrical property of the target ~~and to~~ thereby activate the target;

~~a communication device for~~ wirelessly providing ~~an~~ the activation signal to the activation device;-and

~~a third party entity that participates in the activation of the target in response to information provided by the communication device.~~

12. (Cancelled)

13. (Currently Amended) A wireless activation system as claimed in claim 11, wherein the optical media comprises an ~~electrochromatic~~ electrochromic or liquid crystal material.

14. (Currently Amended) A wireless activation system as claimed in claim 11, wherein the activation device is part of a sticker ~~is a sticker~~-disposed proximate the optical media and in communication with the communication device.

15-18 (Cancelled)

19. (Currently Amended) A method for ~~wireless activation of~~ activating an optical media comprising the steps of:

obtaining ~~an a user~~ ID ~~from a user~~ to determine whether ~~the a~~ user is authorized to activate the optical media;

determining an activation signal based on an optical media ID for enabling activation of the optical media;

transmitting the activation signal to an input interface coupled to the optical media; and

~~wirelessly transmitting an activation signal to an activation device proximate the optical media to authorize activation of activation of the optical media;~~

sending an electrical signal from the ~~activation device~~ input interface to alter ~~to the optical media to alter~~ at least one ~~optical~~ optical, physical or electrical property of the optical media and thereby activate the optical media.

20-21 (Cancelled)

22. (New) The method of claim 1 wherein the communication device and activation device are part of a single integrated device.

23. (New) The method of claim 1 wherein the communication device and activation device are separate devices communicatively coupled to each other.

24. (New) The method of claim 1 wherein elements of the activation device are composed as part of a sticker disposed positioned proximate the target and communicatively coupled to the communication device.

25. (New) The method of claim 24 further comprising:

removing the sticker from the target alters at least one physical, optical or electrical property of the target.

26. (New) The method of claim 9 further comprising:

obtaining an optical media ID from the optical media; and

generating the activation signal based on the optical media ID.

27. (New) The method of claim 26 further comprising:

transmitting the optical media ID to a network operations center which generates the activation signal in response to the optical media ID.

28. (New) The method of claim 27 further comprising:

encrypting the optical media ID prior to transmission to the network operations center.

29. (New) The method of claim 27 further comprising:

transmitting the activation signal from the network operations center to the activation device.

30. (New) The method of claim 29 further comprising

encrypting the activation signal prior to transmission to the activation device.

31. (New) The method of claim 9 wherein the activation signal is wirelessly transmitted to the optical media.

32. (New) The method of claim 10 wherein applying the electrical signal to the electro-optic material causes content in or on the optical media to become perceptible.

33. (New) The wireless activation system of claim 11, wherein the third party entity transmits the activation signal to the communication device.

34. (New) The wireless activation system of claim 33, wherein the activation signal is sent by the third party entity in response to the information provided by the communication device.

35. (New) The wireless activation system of claim 11, wherein the third party entity communicates with the communication device wirelessly.

36. (New) The wireless activation system of claim 11, wherein an activation request is the communication device wirelessly provides the activation signal to the activation device conditionally upon authorization data provided to the communication device.
37. (New) The wireless activation system of claim 11 wherein the activation signal is encrypted during transmission.
38. (New) The wireless activation system of claim 11, wherein the communication device is operative for transmitting a request signal to a third party for a determination of authorization to activate the target, and for receiving an activation signal from the third party, the communication device providing the activation signal to the activation device.
39. (New) A wireless activation system for activating a target, comprising:
- a communication device for providing an activation signal to the activation device;
 - an activation device configured to wirelessly send the activation signal to the target that causes an electrical signal to be applied to the target and effect a change in an optical, physical or electrical property of the target to thereby activate the target; and
 - a third party entity that participates in the activation of the target in response to information provided by the communication device.
40. (New) The wireless activation system of claim 39 wherein the target includes an input interface to receive the activation signal and apply the electrical signal to an electro-optic material.
41. (New) The method of claim 19 wherein the input interface is proximate the optical media.
42. (New) The method of claim 19 wherein the input interface is embedded in the optical media.
43. (New) An input interface for activating a target, comprising:
- a receiver for detecting a wireless activation signal;
 - a converter for converting the detected signal into an electrical signal;

means for attaching the input interface to the target; and

means for applying the electrical signal to the target for activating the target.

44. (New) The input interface of claim 43, comprising an electrical energy storage device for powering the electrical signal.

45. (New) The input interface of claim 43, wherein the target to be activated is an item from the group consisting of a compact disk, a digital versatile disk, a laser disk, a hologram, a credit card, a driver's license, an identification card, a security pass, a ticket, a coupon, and an item having readable content.

46. (New) An activation device for activating an optical media device having means for altering perceptibility of content in the optical media device, the activation device comprising:

a transceiver configured to establish communication with the optical media device when the device is in proximity with the activation device; and

a signal source communicatively coupled to the transceiver via a communication path, wherein the signal source is configured to provide an activation signal to the optical media device via the transceiver for activating a means for altering perceptibility of the content.

47. (New) The activation device of claim 46 wherein the activation device is physically coupled to the optical media.

48. (New) The activation device of claim 46 wherein the activation device is separate from the optical media.

49. (New) The activation device of claim 46 wherein the activation device is configured to obtain an optical media ID from the optical media.

50. (New) The activation device of claim 49 wherein the activation device is configured to transmit the optical media ID via the communication path.

51. (New) The activation device of claim 50 wherein the activation device is configured to encrypt the optical media ID prior to transmission over the communication path.

52. (New) A system for activation of a target, comprising:

a target including an input interface that controls access to content on or in the target;

an activation device to receive a target identification from the target and generate an activation request; and

a network operation center to receive the activation request from the activation device and provide an activation code to the activation device, the activation device to provide the activation code to the target to cause the input interface to activate and allow access to the content on or in the target if the activation code is a correct activation code.

53. (New) The system of claim 52 wherein the target verifies if the activation device is an authorized activation device.

54. (New) The system of claim 52 wherein the remote operation center verifies if the activation device is an authorized activation device.

55. (New) The system of claim 52 wherein the input interface includes logic that determines if the activation code is the correct activation code and alters the perceptibility of the content on or in the target.

56. (New) The system of claim 55 wherein the target includes an electric energy source controlled by the input interface to apply an electric signal alters the perceptibility of the content on or in the target.

57. (New) A method comprising:

receiving an activation request from a local target, the activation request including a target identification;

generating an activation request signal to a network operations center;

receiving the activation request at the network operations center;

verifying the target identification at the network operations center; and

sending an activation signal from the network operations center to the local target to activate the target if the target identification is acceptable.

58. (New) The method of claim 57 further comprising:

encrypting the target identification when generating an activation request to the network operations center.

59. (New) The method of claim 57 further comprising:

encrypting the activation signal prior to sending it from the network operations center to the local target.

60. (New) A target activation system comprising:

an activation device to receive a target identification and generate an activation request;
and

a network operations center to receive the activation request from the activation device and provide a activation signal to the activation device, the activation device to receive and retransmit the activation signal to the target.

61. (New) The target activation system of claim 60 wherein the activation signal is dependent on the target identification.

62. (New) The target activation system of claim 60 wherein the activation signal is generated based on the target identification.

63. (New) The target activation system of claim 60 wherein the activation signal is associated with the target identification.

64. (New) The target activation system of claim 60 further comprising:

a communication device communicatively coupled to the activation device and the network operations center to transmit signals there between.

65. (New) The target activation system of claim 60 wherein the communication device communicates wirelessly with the network operations center.

66. (New) The target activation system of claim 60 wherein the activation device communicates wirelessly with the target.

67. (New) The target activation system of claim 60 wherein the activation device is physically coupled to the target.

68. (New) An optical media activation device comprising:

a first communication interface to wirelessly interrogate an optical media and obtain an optical media ID; and

a second communication interface to receive reflective light from the target and read content from the optical media.

69. (New) The optical media activation device of claim 68 wherein the first communication interface uses radio frequency signals to interrogate the optical media over an input interface on the optical media.

70. (New) The optical media activation device of claim 68 further comprising:

a light source to provide a light directed to a content-storing region of the optical media,

wherein the second communication interface receives the reflected light from the optical media.

71. (New) The optical media activation device of claim 68 wherein the second communication interface includes an optical sensor that detects light.

72. (New) The optical media activation device of claim 68 wherein the first communication interface communicates with an input interface on the optical media to obtain the optical media ID.

73. (New) An activation method for an optical media comprising:

embedding an optical media ID and an encrypted security code in an optical media;

transmitting the optical media ID and encrypted security code from the optical media upon receipt of an interrogation signal; and

receiving an activation signal that allows access to content stored in the optical media.

74. (New) The activation method of 73 wherein the optical media ID and encrypted security code are transmitted to a network operations center via an activation device.

75. (New) The activation method of 74 further comprising:

encrypting the optical media ID and security code prior to transmission to the network operations center.

76. (New) The activation method of 74 wherein the network operations center processes the optical media ID and encrypted security code to effectuate a transaction.

77. (New) The activation method of 74 further comprising:

transmitting the activation signal from the network operations center to the optical media, wherein the network operations center uses the optical media ID and encrypted security code to generate the activation signal.

78. (New) The activation method of 74 further comprising:

decrypting the activation signal at the activation device prior to transmission to the optical media.

79. (New) The activation method of 73 wherein the activation signal allows access to the content if the activation signal includes a correct activation code.